

ORDER



WZZM 13

Orders
Order / Rev: 725006
Alt Order #: 06396921
Product Desc: MI GOP 2012 A
Estimate:
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: Political

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Strategic Media Services/ POL
Buying Contact:
Billing Contact:
 3299 K ST., NW Suite 200
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: MI GOP
Demographic: A35+
Product Codes: IS-Issue/Non Ballot,PL-Judicial
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	58	\$34,500.00	\$29,325.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	58	\$34,500.00	\$29,325.00	0.00
Totals	58	\$34,500.00	\$29,325.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	11/01/12	11/01/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	---T---	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---			1			\$1,200.00		0.00			
2	WZZM	11/05/12	11/05/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	M-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1			\$1,200.00		0.00			
3	WZZM	10/31/12	11/02/12	M-F 5-530a M-F Morning News	CM	5-530a	--WTF--	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--			3			\$350.00		0.00			
4	WZZM	11/05/12	11/06/12	M-F 5-530a M-F Morning News	CM	5-530a	MT-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----			2			\$350.00		0.00			
5	WZZM	10/31/12	11/02/12	M-F 6-7a M-F Morning News	CM	6-7a	--WTF--	:30	3	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--			3			\$700.00		0.00			
6	WZZM	11/05/12	11/06/12	M-F 6-7a M-F Morning News	CM	6-7a	MT-----	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----			2			\$700.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WZZM	10/31/12	11/02/12	M-F 7-9a M-F Good Morning America	CM	7-9a	--WTF--	:30	4	\$750.00	P-1	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		4			\$750.00			0.00			
8	WZZM	11/05/12	11/06/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MT-----	:30	3	\$750.00	P-1	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		3			\$750.00			0.00			
9	WZZM	10/31/12	11/02/12	M-F 9-10a Take 5	CM	9-10am	--WTF--	:30	3	\$100.00	P-1	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3			\$100.00			0.00			
10	WZZM	11/05/12	11/06/12	M-F 9-10a Take 5	CM	9-10am	MT-----	:30	2	\$100.00	P-1	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2			\$100.00			0.00			
11	WZZM	10/31/12	11/02/12	The View The View	CM	11a-12n	--WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3			\$600.00			0.00			
12	WZZM	11/05/12	11/06/12	The View The View	CM	11a-12n	MT-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2			\$600.00			0.00			
13	WZZM	10/31/12	11/02/12	M-F 1230-1p Judge Judy	CM	1230-1p	--WTF--	:30	5	\$180.00	P-1	0.00	NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		5			\$180.00			0.00			
14	WZZM	11/05/12	11/05/12	M-F 1230-1p Judge Judy	CM	1230-1p	M-----	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$180.00			0.00			
15	WZZM	11/01/12	11/02/12	The Chew The Chew	CM	1-2p	---TF--	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$200.00			0.00			
16	WZZM	10/31/12	11/02/12	M-F 3-4p Katie	CM	3-4p	--WTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3			\$200.00			0.00			
17	WZZM	11/05/12	11/05/12	M-F 3-4p Katie	CM	3-4p	M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$200.00			0.00			
18	WZZM	11/01/12	11/01/12	M-F 530-6pm M-F News	CM	530-6p	---T---	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1			\$850.00			0.00			
19	WZZM	10/31/12	10/31/12	M-F 6-630p M-F News	CM	6-630p	--W----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1			\$1,500.00			0.00			
20	WZZM	10/31/12	11/01/12	Nightline Nightline	CM	1135p-1202a	--WT---	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WT---		2			\$1,000.00			0.00			
21	WZZM	11/05/12	11/05/12	Nightline Nightline	CM	1135p-1202a	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	WZZM	11/05/12	11/05/12	Nightline Nightline	CM	1135p-1202a	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$1,000.00		0.00			
22	WZZM	11/05/12	11/05/12	Mon Prime Other Dancing With The Stars	CM	8-10p	M-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$3,200.00		0.00			
23	WZZM	11/05/12	11/05/12	Mon Prime C Castle	CM	10-11p	M-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$1,800.00		0.00			
24	WZZM	10/31/12	10/31/12	Wed Prime C Nashville	CM	10-11p (10:00 PM-11:00 PM)	--W----	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1				\$1,300.00		0.00			
26	WZZM	11/02/12	11/02/12	Fri Prime C 20/20	CM	10-11p	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1				\$1,000.00		0.00			
27	WZZM	11/03/12	11/03/12	WZZM Sat Weekend AM Sat Weekend AM News	CM	6-8a	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$175.00		0.00			
28	WZZM	11/03/12	11/03/12	Sa 8-9a Sa Good Morning America	CM	8-9a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$400.00		0.00			
29	WZZM	11/04/12	11/04/12	WZZM Sun Weekend AM Sun Weekend AM News	CM	6-8a	-----S	:30	2	\$135.00	P-1	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		2				\$135.00		0.00			
30	WZZM	11/04/12	11/04/12	Su 8-9a Su Good Morning America	CM	8-9a	-----S	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$325.00		0.00			
31	WZZM	11/04/12	11/04/12	This Week This Week	CM	10-11a	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$400.00		0.00			
32	WZZM	11/04/12	11/04/12	Sun Early News Sun Early News	CM	Sun 630-7p (6:30 PM-7:00 PM)	-----S	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$600.00		0.00			
33	WZZM	11/04/12	11/04/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$1,000.00		0.00			
													Totals	58	\$34,500.00